

“Value Girls,” Lake Victoria

Along the shores of Lake Victoria, the fishing sector is one of the only viable sources of income for girls and young women between the ages of 14 and 24. These young women are engaged in many aspects of the value chain from sun drying fish to processing and selling them at the local market. While local demand for fish continues to grow, the supply continues to decline. Low stocks have increased competition among market actors, including young women who sometimes struggle to secure even a day’s supply and who often resort to dangerous and risky sexual behavior to do so.

Value Girls empowers young women from fishing communities through economic enhancement and social development. The intervention aims to raise the incomes of 2,000 young women.

Project Duration & location

September 2009–February 2011.

In fishing villages of Suba and Busia districts along the shores of Lake Victoria, Western and Nyanza Provinces

Who implements Value Girls

Cardno Emerging Markets USA (website)

Background

The project design was informed by a situation analysis of the fish sector. The research confirmed that it would not be viable to involve young women in fish value chains (Omena and Tilapia) without increasing risks to the young women, the lake, and its fisheries resources. Instead the analysis encouraged support of efforts to encourage entry into other economic opportunities, such as poultry and vegetable production.

The analysis was completed with a girls’ lens, which fostered understanding of market actors, commercial incentives, and relationships within each sector of the value chain. The analysis revealed barriers to entry into different sectors of the value chain, as well as opportunities. It also

indicated that both sectors can yield viable profits for the girls.

What does Value Girls do?

Value Girls assists the young women in the marketing and modern production of poultry and vegetables.

Value Girls:

- **mobilizes young women:** The young women are mobilized for these economic activities by organization into production clusters of 30, which are further subdivided into cells of 5 or 6 members.
- **builds capacity:** Value Girls facilitates trainings in areas which were identified as constraints in the analysis.
 1. business skills
 2. financial literacy
 3. technical training (in regards to poultry and vegetable production)
- **connects young women to the private sector:** Value Girls has strong ties to the private sector - especially banking and agriculture. Through these partnerships Value Girls is able to:
 1. provide access to more affordable microloans and financial literacy training (Kenya Women Finance Trust and The Cooperative Bank) (link to www.kwft.org and www.co-opbank.co.ke)
 2. conduct training on poultry management (Kenchic, Ltd) (link to www.kenchic.com)
 3. provide affordable water pumps and training on vegetable production (Kickstart) (link to www.kickstart.org).
- **Mentors young women:** Young women are connected with mentors/role models within their communities and beyond.

For more information:

www.cardno.com/emergingmarkets

Beatrice Kinyanjui, Chief of Party
Beatrice.kinyanjui@cardnoem.com